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## TRANSMITTAL FORM

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Total Number of Pages in This Submission 6

Application Number	10/713,428
Filing Date	November 17, 2003
First Named Inventor	Charles J. Rizzo
Art Unit	3611
Examiner Name	J. Silberman
Attorney Docket Number	Magna-001001

### ENCLOSURES (Check all that apply)

- |   |  |   |
|---|--|---|
| <input checked="" type="checkbox"/> Fee Transmittal Form<br><input checked="" type="checkbox"/> Fee Attached<br><input checked="" type="checkbox"/> Amendment/Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input type="checkbox"/> Information Disclosure Statement<br><br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Reply to Missing Parts/<br>Incomplete Application<br><input type="checkbox"/> Reply to Missing Parts<br>under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a<br>Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation<br>Change of Correspondence Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) _____<br><input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC<br><input type="checkbox"/> Appeal Communication to Board<br>of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to TC<br>(Appeal Notice, Brief, Reply Brief)<br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input checked="" type="checkbox"/> Other Enclosure(s) (please identify<br>below):<br>Recordation Cover Sheet;<br>Assignment of Charles J. Rizzo and Richard<br>E. Fearon;<br>Check No. 31035 for Issue Fee; and<br>Check No. 1152 for Recordation Fee. |
|---|--|---|

Remarks

### SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	LAW OFFICE OF ANDREW BODENDORF LLC		
Signature			
Printed name	Andrew F. Bodendorf		
Date	November 30, 2006	Reg. No.	39,537

### CERTIFICATE OF TRANSMISSION/MAILING

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Charles J. Rizzo et al.  
Serial No. : 10/713,428  
Filed : November 17, 2003

Art Unit : 3611  
Examiner : J. Silbermann  
Confirmation No.: 2745  
Notice of Allowance Date: September 1, 2006

Title : MAGNETIC ADVERTISEMENT

**Mail Stop ISSUE FEE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO NOTICE OF ALLOWANCE AND COMMENTS ON EXAMINER'S REASON  
FOR ALLOWANCE**

In response to the Notice of Allowance mailed September 1, 2006, enclosed please find a signed copy of the Form PTOL 85 Part B- Fee(s) Transmittal and Check Number 31035 in the amount of \$700.00 for payment of the Issue Fee.

In response to the interview summary and telephonic interview of August 24, 2006, Applicant provides the following statement of substance of the interview. The Examiner called Applicant to request canceling withdrawn claims 33, and 36-49 to place the application in condition for allowance. Applicant granted the Examiner's request and the claims were cancelled by Examiner's amendment. The substance of the Interview also was put forth in the corresponding Examiner's Amendment of August 24, 2006.

Accompanying this response is a request for recordation of the Assignments of Charles J. Rizzo and Richard E. Fearon assigning the application to Magna Card, Inc. Check No. 1152 in the amount of \$40, is enclosed for payment of the recordation fee under 37 CFR 1.21(h).

If any questions remain, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

Respectfully submitted,

Date: NOVEMBER 30, 2006

Andrew F. Bodendorf  
Reg. No. 39,537

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